

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS FEDERATION OF BUSINESS DISCIPLINES

Call for Papers – 2010 Annual Meeting

March 2-6, 2010

Sheraton Dallas Hotel

Dallas, TX

Submission Deadline: ~~October 19, 2009~~ REVISED → Now NOV. 15, 2009

The Association of Collegiate Marketing Educators (ACME – www.a-cme.org), in conjunction with the Federation of Business Disciplines (FBD – www.fbds.org), invites scholars, doctoral students, and business practitioners to submit papers or proposals for presentation at the 2010 ACME Conference. All papers will be double-blind reviewed by academic peer reviewers. Proposals for presentations in special panels of “research in progress” will be accepted at the discretion of track chairs. Such “Work in Progress” papers will not be included in the Proceedings, but will be listed in the Program and the Program will be reproduced in the Proceedings. At least one author of accepted papers and presentations will be required to register for the ACME/FBD conference and attend the meeting. Full papers must be submitted to track chairs for papers to be considered as refereed papers and to be included in the Proceedings as such in either full or extended abstract form. Authors of accepted refereed papers must submit either their full paper or a two-page extended abstract for publication in the electronic CD proceedings and on the ACME website. Authors of papers accepted as research in progress will be acknowledged in the proceedings, but such papers will not be published in the proceedings in any form. Proposals for special sessions, panels and workshops are welcome and will be acknowledged in the proceedings. Continuing education certificates for appropriate workshops will be presented. Proceeding style guidelines are available on the ACME web page (www.a-cme.org).

Authors are invited to submit papers to one or more of the following tracks, but a paper must be submitted to only one track. Only full papers received by or on November 15, 2009 may be considered for “Best Paper in Track” or “Best Paper at Conference” awards.

NOTE: Papers and/or Proposals may be submitted after the deadline, but the **deadline for guaranteed consideration is November 15, 2009**. Accepted authors will be notified by December 1 if submitted on or before November 15, 2009.

Convention Hotel: Sheraton Dallas Hotel 400 North Olive Street Dallas, TX 75201 Phone: 214 922 8000

Program Chair: Kishwar Joonas, Prairie View A&M University, Prairie View, TX
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Submission Guidelines

All papers, extended abstracts, and proposals must be submitted as e-mail attachments to a Track Chair and to the Program Chair. A final list of all Track Chairs is available below, and is posted on the ACME web site at: www.a-cme.org. Please put ACME Paper in the subject, a hyphen and then the first author’s last name then first name like this: ACME Paper–Jones-Bill. The attached paper must be a single Word file containing a title page with the author(s) name(s) and contact information, followed by the manuscript with the title included on the first manuscript page. No author identity information should appear on any page other than the title page. The manuscript should follow the ACME reference sheet, be double-spaced, have no information to identify the author(s) except on the title page, and should include all references and tables (<http://www.a-cme.org/guidelines.htm>). Manuscripts should be limited to 20 pages.

Registration Information

Authors should register via the FBD website (www.fbdonline.org) by December 15, 2009 and indicate the ACME as their specific FBD organization. The early registration fees for FBD are \$75 and the ACME fee is \$90 for a total of \$165. The student early registration fees are \$30 for FBD and \$30 for ACME for a total of \$60. Fees are subject to change.

Tracks, Track Chairs, and Contact Information (check for updates at www.a-cme.org)

Advertising and Marketing Communications: Vaidotas Lukosius, Tennessee State University,
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Assurance of Learning: Nancy Albers-Miller, Berry College, E-mail: nmiller@berry.edu, Phone: 706 238 5891

Business-to-Business and New Product Development: Prashant Srivastava, University of Akron
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Ethics, Leadership and Corporate Responsibility: John C. Knapp, Samford University,
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Health Care Marketing: Dilaver Tengilimoglu, Gazi University, Turkey, E-mail: dilaver@gazi.edu.tr
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International Marketing and Cross-Cultural Studies: Ramaprasad Unni, Tennessee State University
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Logistics and Supply Chain Management (IDEA Academic and Practitioner Tracks):

Chair: Edie Schmidt, Purdue University, E-mail: schmidte@purdue.edu, Phone: 765 494 1097

Chair: Madhav Pappu, RFD2 Technologies, Inc., E-mail: mpappu@hotmail.com, Phone: 979 218 8998

Marketing Education: Denny Bristow, St. Cloud State University, E-mail: dbristow@stcloudstate.edu,
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Marketing Research:

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Marketing Strategy and Entrepreneurship: Nacef Mouri, George Mason University, E-Mail: nmouri@gmu.edu,
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Selling and Sales Management: Gordon G. Mosley, Troy University, E-mail: gmosley@troy.edu,
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Experiential and Service Learning:

Co-Chair: Patrick D. "Pat" Fountain, East Central University, Ada, OK, Email: pfountain@ecok.edu,
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Co-chair: Lynn Murray, Pittsburg State University, E-mail: lmurray@pittstate.edu, Phone: 620 235 4586

Not-for-Profit Marketing and Social Marketing: Andy Stratemeyer, California State University-Fresno
E-mail: astratemeyer@csufresno.edu, Phone: 559 278 2520

Sports and Entertainment Marketing: Susan D. Geringer, California State University - Fresno
E-mail: sgeringer@csufresno.edu, Phone: 559 278 7995

Doctoral/Graduate Student Track: Sanjay S. Mehta, Sam Houston State University
E-mail: Mehta@shsu.edu, Phone: 936 294 1312

Special Program Activities: Proposals for special sessions, panels and/or workshops are welcome. Please send proposals and/or ideas to the 2010 ACME Program Chair, Kishwar Joonas, at kajoonas@pvamu.edu.